



Deep Dive into Innovation & Entrepreneurship Intensive Course

Instructors & Lectures' Description

1st Unit



Develop your business idea through a design thinking approach

Monday May 15th, 9.30am-1.30pm CET

Wednesday May 17th, 9.00am-1.00pm CET

Short description:

Design Thinking for responsible consumption and production would bring together a diverse group of participants to identify and address issues related to sustainability challenges. We'll explore some empathy-building exercises, engage in ideation sessions to generate, and refine creative solutions, and check into prototyping and testing possibilities. Instructors would encourage participants to think critically and creatively, challenge assumptions, and prioritize sustainable practices. The ultimate goal of the workshop would be to develop actionable strategies that participants could translate into business models.

Instructors:



Aramis MARIN is an associate professor and researcher at the University of Lorraine. He's an expert in social entrepreneurship and innovation for an ecological and inclusive transition. He leads numerous workshops and

advises entrepreneurs on strategy, human relations and communication. **Contact:**

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Alaa HASSAN is an associate professor on Mechanical Design at the ENSGSI (Université de Lorraine) and researcher at ERPI, Nancy, France. He's expert in product/process design, Design Thinking, 3D printing and prototyping, and decision support system in the design process. **Contact:** [alaa.hassan@univ-](mailto:alaa.hassan@univ-lorraine.fr)

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2nd Unit



Silesian University
of Technology

Lean start-up approach: landing page and KPIs

Monday May 22nd, 10.00am-1.00pm CET

Short description: The Lean start – up approach delivers participants with practical knowledge and skills how to validate start-up by proactive testing a customer's reaction to the MVP (Minimal Viable Product). We will be working on developing the MVPs that enable the entrepreneurs to measure their start-ups hypotheses by touching the market as soon as possible and creating the real interactions with clients. Two crucial tools that would be explained are KPIs (Key Performance Indicators) as start-up measurement device and landing page (website page dedicated to convert visitors into leads) as a quick method for MVPs validation. The final aim of the workshop will be to formulate the landing page and list of KPIs.

Instructor:



Piotr KORDEL is an associate professor and researcher at the Silesia University of Technology SUT. He specializes both as a researcher and a coach in strategic management and entrepreneurship in network based economy. He is an

author of many scientific publications, both articles and books - his latest book edited in 2019 is titled: Technology Entrepreneurship.

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3rd Unit



Pitching perfectly – the "secret" behind good pitches, pitch decks and pitch videos

Thursday May 25th, 2.00-4.15pm CET

Short description:

This course will explain pitches and their function in detail – what types of pitches exist, how they are usually structured, as well as do's and don'ts. Using practical examples, participants will also learn about the content of a pitch deck. They will also be given an overview of various face-to-face and online pitch tools, with a particular focus on video tools for media-facilitated pitches. Finally, they will be able to produce their own pitch video.

Instructor:



Dr.-Ing. Stefanie Walter studied media and communication science and earned her doctorate in the field of acceptance communication. She has worked as a cooperation officer, transfer and regional marketing representative and EU project manager and works as assistant professor at Mittweida University of Applied Sciences. She teaches entrepreneurship in an international context. Additionally, she advises SMEs, start-ups and associations from the resource, regional development and education sectors as an independent communication, project and event manager. **Contact:** walter@hs-mittweida.de / www.linkedin.com/in/stefanie-walter/

4th Unit



Marketing plan for innovations

Tuesday May 30th, 10.00am-1.00pm CET

Short description: This course will explain the main steps in creating a marketing plan for innovative products and ideas. Students will learn how to analyze the micro- and macro-environment, evaluate the current and future competition, segment and target the market,

assess the competitive advantage and create a positioning strategy, and develop a marketing strategy. Emphasis will be placed on the different approaches required by innovative products/ideas compared to traditional ones.

Instructor:



Dr. Stelios Tsafarakis is Associate Professor of “Marketing” in the School of Production Engineering and Management of the Technical University of Crete, Greece since 2013. He is the author of 2 books, as well as of more than 70 papers in scientific journals, books, and conference proceedings. He has participated in several research projects in the context of EU Programmes (Horizon, Leonardo da Vinci, FP7, Interreg). His research interests lie in the area of marketing engineering, including consumer behavior, product line design, market segmentation, data analysis, and operational research (evolutionary and nature Inspired optimization algorithms).

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